March 16, 2023
EAC Meeting
IPPE Overview

All microphones have been muted. The meeting will start at 10 a.m. ET.
2023 IPPE Summary

- 532,190 sq. ft. 1,184 exhibitors. 19,900 sq. ft. of lounges, TECHTalks, food courts
- 160 new exhibitors booked 22,225 sq. ft.
- 564 exhibitors 250 sq. ft. or less 76,450 sq. ft.
- 27,274 total attendees (48% first-time)
- 20,084 Domestic (74%) and 7,190 International (26%)
- Latin America 45% of international attendees
- 126 countries represented (15 through TEPP)
- 28,466 leads collected by 403 exhibitors
10 Year Exhibit Space Trend
10 Year Trend – Number of Exhibitors

2013: 1188
2014: 1152
2015: 1284
2016: 1301
2017: 1273
2018: 1216
2019: 1426
2020: 1375
2022: 1119
2023: 1184
10 Year Attendee Trend

<table>
<thead>
<tr>
<th>Year</th>
<th>International</th>
<th>Domestic</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>5448</td>
<td>20945</td>
</tr>
<tr>
<td>2014</td>
<td>5456</td>
<td>19409</td>
</tr>
<tr>
<td>2015</td>
<td>7245</td>
<td>23105</td>
</tr>
<tr>
<td>2016</td>
<td>7280</td>
<td>22997</td>
</tr>
<tr>
<td>2017</td>
<td>8018</td>
<td>23611</td>
</tr>
<tr>
<td>2018</td>
<td>7093</td>
<td>23585</td>
</tr>
<tr>
<td>2019</td>
<td>8704</td>
<td>23951</td>
</tr>
<tr>
<td>2020</td>
<td>8063</td>
<td>23441</td>
</tr>
<tr>
<td>2022</td>
<td>4454</td>
<td>17044</td>
</tr>
<tr>
<td>2023</td>
<td>7190</td>
<td>20084</td>
</tr>
</tbody>
</table>

Legend: Domestic - Red, International - Blue
IPPE 2023 US Region Distribution

- Southeast: 51.8%
- Mid West: 32.8%
- North East: 5.1%
- Far West: 4.7%
- Mid Atlantic: 5.6%
IPPE 2023
Post-event survey report - Attendees

U.S. Poultry and Egg Association
Project Specifications

- Performance of the event measured by online feedback surveys deployed through the Explori platform
- Explori’s KPIs were used to measure attendee performance in comparison to other trade events
- The results are also compared to the 2020 & 2022 results and Industry benchmarks, where these are available

Attendees
- 14,024 contacts sent survey
- Two reminder emails
- 1,384 completes – 9.9% response rate
  - 2022: 1,018 completes - 10.2%
  - 2020: 1,598 completes - 9.5%

Exhibitors
- 1,376 contacts sent survey
- Two reminder emails
- 326 completes – 23.4% response rate
  - 2022: 427 completes - 22.1%
  - 2020: 430 completes - 18.5%

Event date: January 24\textsuperscript{th} – 26\textsuperscript{th} 2023
Fieldwork dates: January 30\textsuperscript{th} – February 13\textsuperscript{th} 2023
What we will cover?

1. Who attended IPPE 2023?
2. How was their experience at IPPE?
3. What are attendees looking for?
4. Are they attending in 2024 and beyond?
5. What you thought of the event?
Attendees
Who attended IPPE?
Previous attendance

For over 2 in 5, this was the first experience of participation in IPPE. Around a third attended the event last year.

First attendance in 2023

- First time, 42%
- Return attendees, 58%

Last year’s attendance

- Did not attend in 2022, 69%
- Attended in 2022, 31%
Company segments

For over half of attendees, main company specialization was Broilers – Chicken, with Commercial eggs and Pork/Swine to follow, similarly to 2022

Average no. selected: 2.8
C-level executives and Sales/Marketing job holders were represented best within the IPPE attendees, alongside directors and sales and marketing personnel.
Purchasing authority

*Decision makers and those influencing purchases made up majority of respondents*

- None of the Above: 22%
- Unspecified: 7%
- Part of a Buying Team: 7%
- Recommend Buying Decisions: 12%
- Influence Buying Recommendations: 18%
- Authorized Decision Maker: 33%

Influencers or Decision makers: 63%
How was their experience at IPPE?
Importance has been consistent year-on-year, with more than 80% of attendees considering IPPE as fairly or very important for their businesses.
Overall satisfaction

Satisfaction has been exceptionally high year-on-year, however in 2023 satisfaction improved, leading to IPPE taking the top 3% of all the trade shows benchmarked by Explori for this satisfaction.

Explori Rank:

<table>
<thead>
<tr>
<th>Year</th>
<th>Industry</th>
<th>2020</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>4.36</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>4.23</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td>4.49</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Overall how satisfied were you with IPPE this year?

Base - 2020: 1597; 2022: 1018; 2023: 1385
M2A attendees, respondents under the age of 25 and over 65s were more satisfied on average.
Event aspect ratings

Different elements of the event, following last year’s trend, were rated very well; Average rating for the number of exhibitors increased year-on-year

<table>
<thead>
<tr>
<th>Element</th>
<th>2023 (Average out of 5)</th>
<th>2022 (Average out of 5)</th>
<th>Not applicable / Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advance registration</td>
<td>4.67</td>
<td>4.63</td>
<td>6%</td>
</tr>
<tr>
<td>Onsite registration</td>
<td>4.59</td>
<td>4.58</td>
<td>38%</td>
</tr>
<tr>
<td>Quantity of exhibitors</td>
<td>4.58</td>
<td>4.30</td>
<td>2%</td>
</tr>
<tr>
<td>Quality of exhibitors</td>
<td>4.55</td>
<td>4.44</td>
<td>2%</td>
</tr>
<tr>
<td>IPPE website</td>
<td>4.42</td>
<td>4.35</td>
<td>7%</td>
</tr>
<tr>
<td>Layout &amp; signage</td>
<td>4.32</td>
<td>4.27</td>
<td>2%</td>
</tr>
<tr>
<td>Finding your way around the event</td>
<td>4.22</td>
<td>4.21</td>
<td>1%</td>
</tr>
<tr>
<td>Mobile App</td>
<td>4.08</td>
<td>4.14</td>
<td>26%</td>
</tr>
<tr>
<td>Internet/WiFi Access</td>
<td>3.91</td>
<td>3.87</td>
<td>24%</td>
</tr>
</tbody>
</table>

Please rate IPPE on the following elements:

*Percentages rebased excluding N/A’s
### Venue services ratings

Whilst aspects of entering the venue and joining the event were consistently rated well, logistical elements such as parking and seating received more mixed ratings, and F&B remain an area for improvement.

<table>
<thead>
<tr>
<th>Element</th>
<th>2023 (Average out of 5)</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety/Security</td>
<td>4.46</td>
<td>4.38</td>
</tr>
<tr>
<td>Access to venue</td>
<td>4.43</td>
<td>4.43</td>
</tr>
<tr>
<td>Coat / baggage check</td>
<td>4.15</td>
<td>4.17</td>
</tr>
<tr>
<td>Parking</td>
<td>3.85</td>
<td>4.00</td>
</tr>
<tr>
<td>Seating areas</td>
<td>3.69</td>
<td>3.78</td>
</tr>
<tr>
<td>Food and beverage quality and service</td>
<td>3.69</td>
<td>3.58</td>
</tr>
<tr>
<td>Food and beverage variety and options</td>
<td>3.55</td>
<td>3.49</td>
</tr>
<tr>
<td>Food and beverage cost and value</td>
<td>3.37</td>
<td>3.32</td>
</tr>
</tbody>
</table>

*Percentages rebased excluding N/A’s

Please rate Georgia World Congress Center on the following elements:

- **Very Poor (1)**
- **Poor (2)**
- **Average (3)**
- **Good (4)**
- **Excellent (5)**

Whilst aspects of entering the venue and joining the event were consistently rated well, logistical elements such as parking and seating received more mixed ratings, and F&B remain an area for improvement.
Net promoter score

With over 3 in 5 having classified as Promoters, advocacy observed for the event is in the top 5% of all tradeshows

Explori Rank: 88% 94% 96%

Detractors: 6%
Passives: 30%
Promoters: 64%
Promoters (64%) - Comments

Networking ~41%
Relevance ~36%
Educational/Informative ~26%
Range of Products/Exhibits ~22%

Please tell us why you gave that score? i.e. recommending the event to a friend or colleague

Base: 768 comments received
Promoters (64%) – [Networking], [Relevance], [Educational], [Range]

“There are unlimited connections that can be made down at IPPE and you can attend with little plans and end up going to so many fantastic meetings and receptions. There is always someone new to meet.”

“Excellent way to meet suppliers from the rest of the world to be more competitive in the market. If I recommend assistance.”

“There were many companies that had different departments in the poultry industry that provided resources for students that have experience with working with chickens, turkeys, ducks and geese.”

“It is the perfect time to make connections and make improvement in the poultry industry.”

“It is a good place to meet suppliers and colleagues face to face. It also provides opportunity to see new innovation and perhaps discover lesser know product that could have impact on your operation.”

“Great possibilities to generate and close deals, opportunity to have new suppliers, etc.”

“Because I believe everyone in the industry should attend to be aware of the trending topics and technologies.”

“Because it’s an event where you can find what’s most modern for poultry production.”

“It was super insightful. Not only for poultry interested individuals but for all people no matter the background.”

“Learn of more new products and services. To keep updating.”

“You’ll find everything you need, probably I would recommend to last one more day and have more suppliers.”

“Because you get to meet with different sources of supply and many different customers face to face.”

“As it was very helpful to get experience and knowledge about poultry and poultry industry, I think it will be helpful for all my friends as well.”

“Because it was very informative lots to learn about new technology so one can look towards the future with confidence while planning to upgrading their business.”

“Great number of vendors. Better than Pack or Process Expo. More vendors that interested our business.”

“Great place to meet with different companies and review new products/innovations for pet and poultry.”
What are attendees looking for?
Overall objectives met

In line with individual objectives, over 80% considered their objectives having been well met at the event. The average score for overall objectives met has improved year-on-year.
Attendee objectives

In line with 2022, educational and networking objectives were key to the IPPE attendees

Average no. selected: 3.5
Meeting attendee objectives

All the top goals were achieved by absolute majority of attendees who held them as their objectives

What were your main reasons for attending IPPE?
Please state how well you met each of your objectives at IPPE? (Top 2 answers)

<table>
<thead>
<tr>
<th>Objective</th>
<th>% Attendee objectives</th>
<th>% Meeting of objectives (score 4/5 out of 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conducting purchases at the Expo</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Comparing competitors</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Preparing / planning for purchasing decisions</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Obtaining information on current market conditions</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Viewing / get to know product variants</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Finding solutions to improve my business</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>Initiating new business relations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Networking / exchanging experiences</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Obtaining information on new products and technology</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base - 2023: 1383
Likelihood of purchasing

For 3 in 5 respondents, as a result of attending IPPE they are likely to purchase a product or service from the event’s exhibitor.
Following previous years’ trend, representation of product groups and segments at the event is valued highly by over 3 in 4 attendees.
Are they attending in 2024 and beyond?
Plan to attend every year

More than two thirds of respondents would be keen on attending IPPE every year – which nevertheless was slightly down from last year’s intentions.

Plan to attend every year

Last year’s attendance

- Did not attend in 2022, 69%
- Attended in 2022, 31%

Plan to attend every year

- Yes: 70%
- No: 30%

Last year’s attendance

Base - 2022: 1335
Base - 2023: 1384

Do you plan to attend IPPE every year?
Likelihood of return

Loyalty remained ahead of the Industry benchmark, with the average score performing in-line with the previous two editions.
Summary
What we’ve covered?

IPPE 2023 received a high proportion of new attendees whilst maintaining its position as a staple event in the calendar for multiple segments of the market as well as those with purchasing power.

On top of maintaining high levels of importance and advocacy among the industry, IPPE Attendee satisfaction has improved year-on-year from the already high satisfaction scores from 2020 & 2022.

Attendees continued to hold a discovery and partnering mindset and were satisfied that they met their objectives. More than half of the audience are likely to purchase a product or service as a result of their experience at IPPE.

7 in 10 of the audience are planning to attend every year. However 8 in 10 are planning to attend next year.
Exhibitors
How was their experience at IPPE?
Overall satisfaction

With almost three quarters of respondents having been fairly or very satisfied with the event, IPPE 2023 sits in the top quarter of events benchmarked by Explori for this KPI.
Likelihood of return

Very high loyalty levels shown by exhibitors – notable improvement on year-on-year

Explori Rank:

- Industry: 3.91
- 2020: 4.35, 83%
- 2022: 4.13, 65%
- 2023: 4.54, 94%

How likely are you to exhibit at IPPE next year?

- Definitely not (1)
- Probably not (2)
- Might / unsure (3)
- Probably will (4)
- Definitely will* (5)

Industry 2020 2022 2023
- 2020: 4.35
- 2022: 4.13
- 2023: 4.54

or

Very high loyalty levels shown by exhibitors – notable improvement on year-on-year

*Definitely will’ option includes ‘Already booked’ for 2023 and Industry
Almost half classified as Promoters, with the advocacy score sitting notably ahead of the Industry benchmark and prominently higher than for the previous years.
Overall exhibiting objectives met

*On average, satisfaction with meeting exhibitor objectives was higher than that in previous years and sits ahead of the Industry benchmark.*

Overall, how well did you meet your objectives for exhibiting at the event?
Satisfaction with event components

*Ratings for quantity and quality of attendees notably improved; the quantity still received a third of average and below marks*

<table>
<thead>
<tr>
<th>Event component</th>
<th>Not applicable / Don’t know</th>
<th>2023 (Average out of 5)</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event communication from IPPE organizers</td>
<td>7%</td>
<td>4.28</td>
<td>-</td>
</tr>
<tr>
<td>Finding your way around the event</td>
<td>3%</td>
<td>4.25</td>
<td>4.20</td>
</tr>
<tr>
<td>Event layout</td>
<td>3%</td>
<td>4.21</td>
<td>4.10</td>
</tr>
<tr>
<td>Quality of attendees to your booth</td>
<td>3%</td>
<td>4.12</td>
<td>3.71</td>
</tr>
<tr>
<td>Mobile App</td>
<td>36%</td>
<td>3.96</td>
<td>3.89</td>
</tr>
<tr>
<td>Quantity of attendees to your booth</td>
<td>2%</td>
<td>3.76</td>
<td>2.78</td>
</tr>
<tr>
<td>Booth position</td>
<td>0%</td>
<td>3.74</td>
<td>3.71</td>
</tr>
</tbody>
</table>

How satisfied were you with the following?

- Not at all satisfied (1)
- Not very satisfied (2)
- Somewhat satisfied (3)
- Fairly satisfied (4)
- Very satisfied (5)

*Percentages rebased excluding N/A’s
Any Questions?
Hall Configuration

4 buildings: A, B, BC and C

**HALL A:** Feed Equipment and Ingredients/Animal Health/Rendering
**HALL B:** Live Production/Genetics/Incubation/Animal Health/Egg Production & Processing
**HALLS B, BC and C:** Meat & Poultry Processing/Packaging/Rendering
Booth Space Rates

**Pricing:**

- **Standard Rate:** $28/square foot
- **Advanced Booking Discount:** $2/square foot through September 30, 2023
- **Tenure Discount:** $4/square foot (available to exhibitors of 2023 IPPE)
- **Member Discount:** $2/square foot (available to members of USPOULTRY, AFIA or NAMI at time of booth selection and in good standing at time of show)
- **Open Corners:** $250/corner

**Booth Application Fee:** Non-refundable $500 payable online by credit card or bank transfer day of application, applied to the final balance for each purchased booth

**Payment Terms:**

- **Non-Refundable Application Fee:** $500 payable online by credit card or bank transfer day of application. Booth is not contracted until receipt of application fee.
- **Contracts issued by August 15, 2023:**
  - Booths 300 square feet or smaller - payable in full within 45 days of contract
  - Booths 301 square feet or larger - 25% of balance payable within 45 days of contract date and/or final balance due by September 30, 2023
- **Contracts issued August 16 - September 30, 2023:** Payment in full within 30 days of contract
- **Contracts issued October 1 – December 15, 2023:** Payment in full within 15 days of contract
- **Contracts issued December 16, 2023 – January 15, 2023:** Payment in full at time of order

**Note:** There is a 3% non-refundable convenience fee applied to all payments made via credit card

**Refund Policy:**

- **Through September 30, 2023:** 50% refund less $500 non-refundable application fee.
- **Refund requests must be submitted to show management in writing; email is acceptable.**

**After September 30**

**NO REFUND**
Exhibitor Information

Refer to website www.ippexpo.org under the EXHIBITORS tab of menu

- Booth Selection Process Information (Booth Selection begins May 1 and continues through June 9 for returning 2023 IPPE exhibitors; general sales opens June 12)
- Booth Space Rates and Terms
- Exhibitor Planning Calendar – Available April 2023
- Booth Display Rules – Available April 2023
- Floor Plans – Available April 26, 2023
- Exhibitor Kit/Manual with Vendor Ordering Information – Available August 2023
- TECHTalks Information and Application - Available September 2023
- New Product Showcase Information & Applications – Available October 2023
- Meeting Room Rental Information and Request Forms – Available October 2023
2024 IPPE Sponsorship Sales
IPPE – Sponsorship Sales

• Sponsorship Book Available for Preview 10:00 a.m. EDT June 19

• 2024 Sales Open 12:00 p.m. EDT July 10
  • ippe.sponsorship.ges.com

• New items we should add for 2024?
Questions?
Demand for hotels in Atlanta continues to be high. As a valued supporter of our event, IPPE wants to make sure you and your team do not have any difficulty securing rooms at our discounted rate.

Beware that there are housing pirates/poachers that are sending emails. Those emails **ARE NOT** from our approved housing service provider, and you bear risk of booking with anyone other than Maritz Global Events.

Signia Hotel – Contracted for 900 rooms, continue to carefully monitor construction progress.
IPPE Housing and Registration Seniority Selection Dates

July 31
Group 1
Exhibitors with 35+ years of seniority

August 14
Group 2
Exhibitors with 20 – 34 years of seniority
AFIA, NAMI, USPOULTRY M2A Member Companies

August 28
Group 3
Exhibitors with 10 – 19 years of seniority

September 11
Group 4
Exhibitors with 1 – 9 years of seniority

September 25
Group 5
Exhibitors with 0 years of seniority, new exhibitors, comp booths

October 2
General housing and registration opens

To ensure you receive all housing correspondence and take advantage of your seniority housing opportunity, please add IPPEexh@maritz.com to your Safe Senders list. This will help prevent the email containing your Seniority Housing access from going to your Spam folder!

Please contact Barbara Jenkins, IPPE Housing Coordinator, with any questions prior to July 31.
Direct: 770.635.9050 | Email: bjenkins@uspoultry.org
Attendee Promotions

- Nexus database and sending server- @email.ippexpo.org
  - >100,000 contacts with up to 7 years of IPPE history
- 1,004,800 emails to 86,900 unique contacts
- 98.5% deliver rate, 52.7% opens, 13.3% click rate

- MYS exhibitor profile
  - Company name “exhibiting as”
  - Website
  - Email address for general inquiries
  - Categories
  - My planner
  - Mobile app

- Target marketing based on history, industry/categories of interest
  - Call to action – REGISTER unique link
  - Attendees receive these messages until they register
Attendee Promotions

- IPPE creates unique promo code for your marketing promotions.
- Returning attendee easily register with pre-populated contact information.
- Association Members (M2A) - complimentary pre-registration
  - Matching company name and email extension
- Provide IPPE website link for your promotions.
- Nexus marketing services
  - Upload confidential customer list or provide demographics to reach.
  - Create and send your marketing message with promo code/registration link.
  - Track results
Publications and Social Media Promotions

- 54 industry media partners across the global poultry, meat and feed industries
- Print and digital promotions begin as early as July
- Several provide pre-show guides with show information with exhibitor and product category lists
- Facebook highlights Jan/Feb 23, reach 22,334, 900 post show engagements, 3,147 page views 15% increase in “likes” over 2022
- 4,290 Twitter followers (+10%) 43,000 tweet impressions
- Instagram 2,931 followers (+41%)
- Partner Newsletters – (ex. USPOULTRY Wire with daily featured exhibitors 16,000 subscribers)
Other Industry Events Scheduled at IPPE Drives Buyer Attendance

• Industry board and council meetings (USPOULTRY, AFIA, NAMI)
• International Poultry Scientific Forum (Southern Poultry Science Society and Southern Conference on Avian Diseases)
• College Student Career Program
• Young Leaders Program
• NPFDA – National Protein Food Distributors Association
• NARA – International Rendering Symposium
• LAPS – Latin America Poultry Summit
Customer Invitations

• IPPE provides unlimited complimentary registration for booth staff.
• Attendees (customers and guests) to register themselves with correct contact and demographic information for your lead collections.
  • 77% of exhibitors indicate exhibiting objective is to generate new sales leads
• Exhibitors can place customers in hotel room block and send email with link to register for IPPE as attendee.
• 12% shift from exhibitor to attendee registration in 2023.
IPPE Preferred Vendors

• List of preferred vendors provided on the website.
• Vendors not associated with IPPE target exhibitors claiming to sell attendee lists, advertisements or hotel offers for IPPE.
• IPPE does not sell or release attendee list to any third-party broker.
• Maritz Global Events (Experient) is the exclusive IPPE vendor for providing housing, with guaranteed lowest negotiated contract price in over 50 Atlanta hotels during IPPE.
• IPPE does not contract, produce or distribute a daily show guide. (Source Group – Production & Processing Show News)
• **BUYER BEWARE!** Report any instances of suspected scams to show management.